

Figure 1

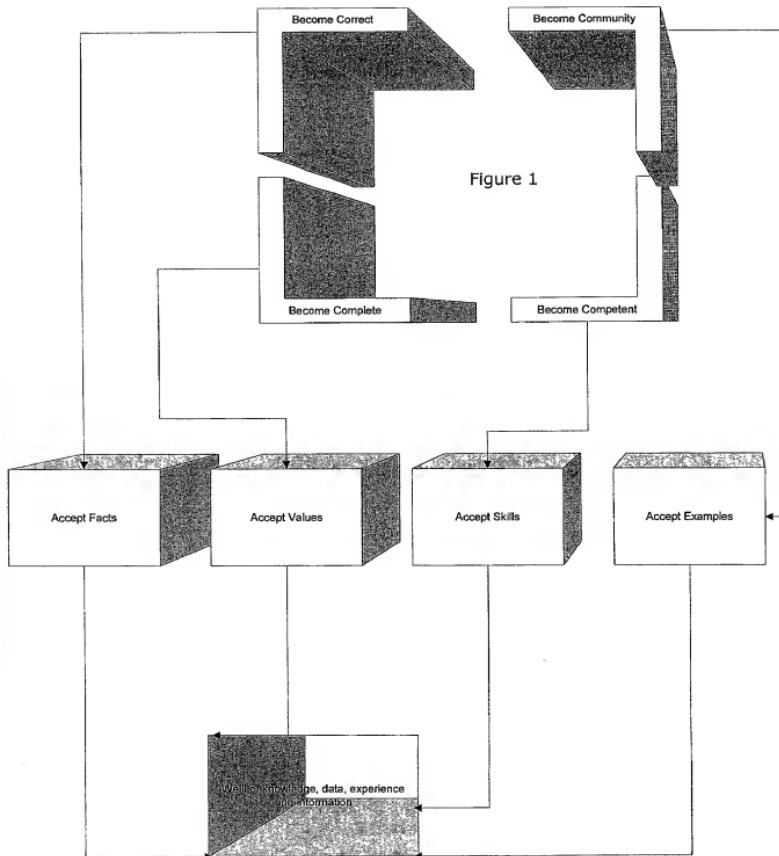
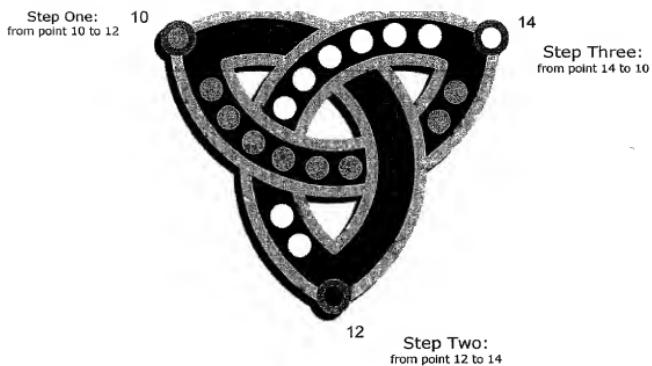


Figure 2



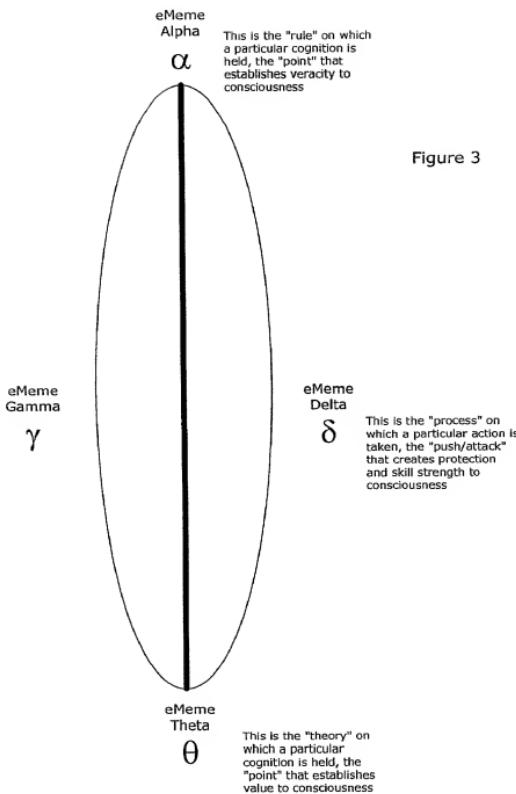


Figure 3

Figure 4

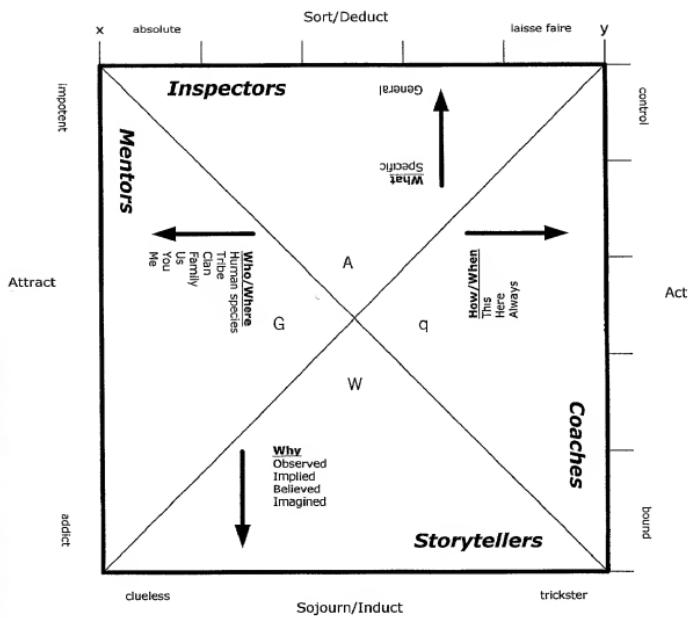


Figure 5

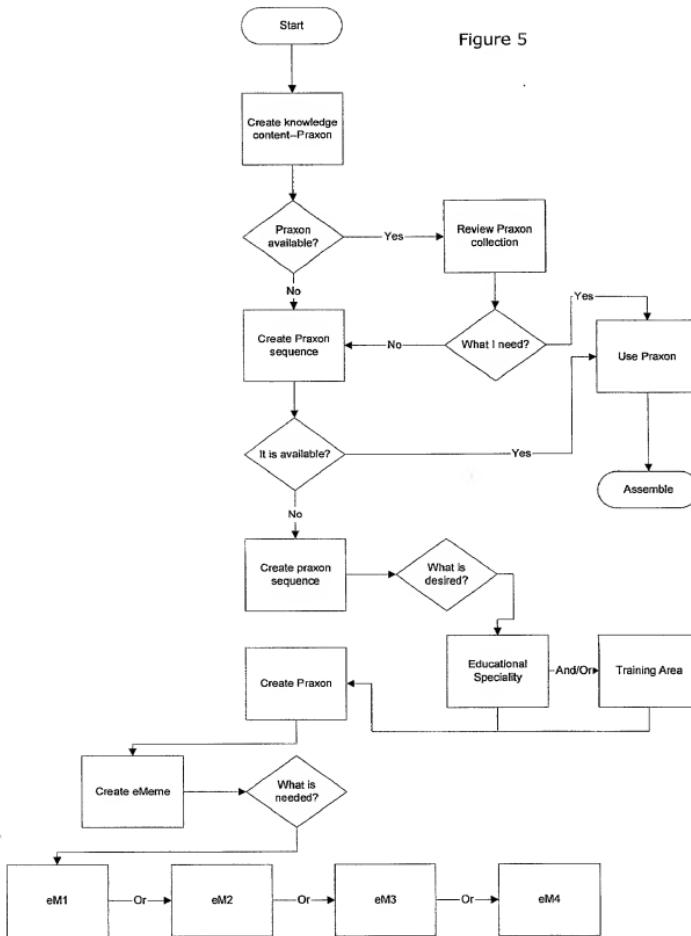


Figure 6

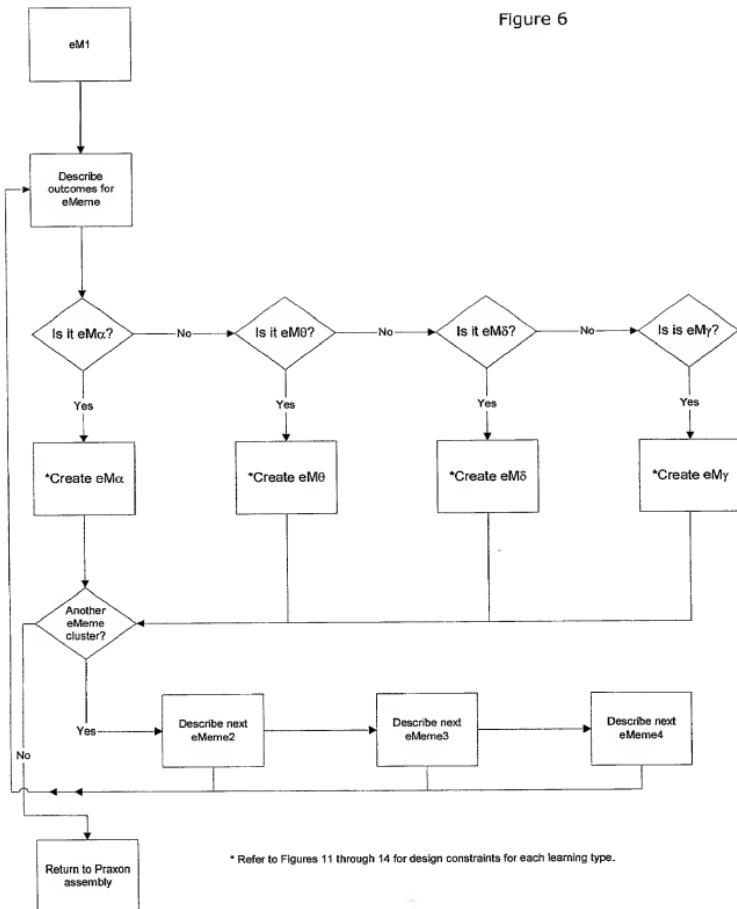


Figure 7

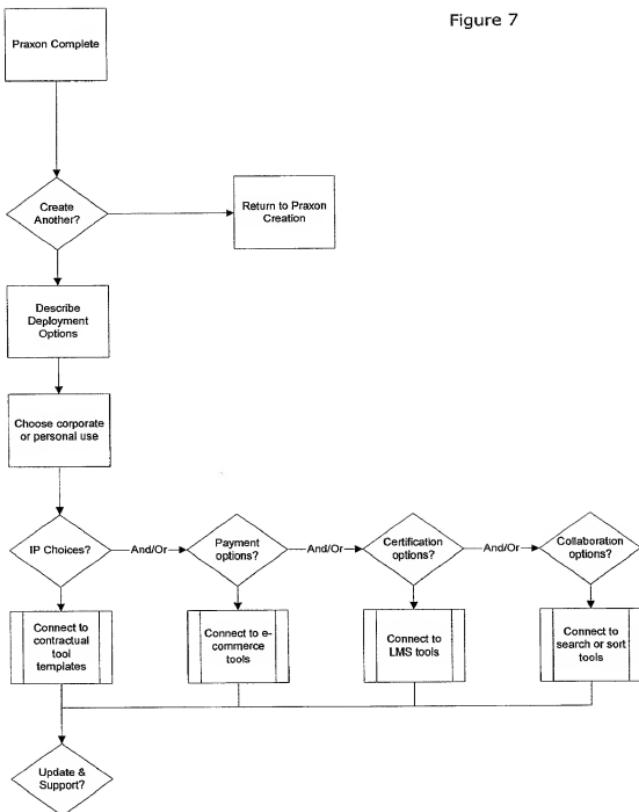


Figure 8

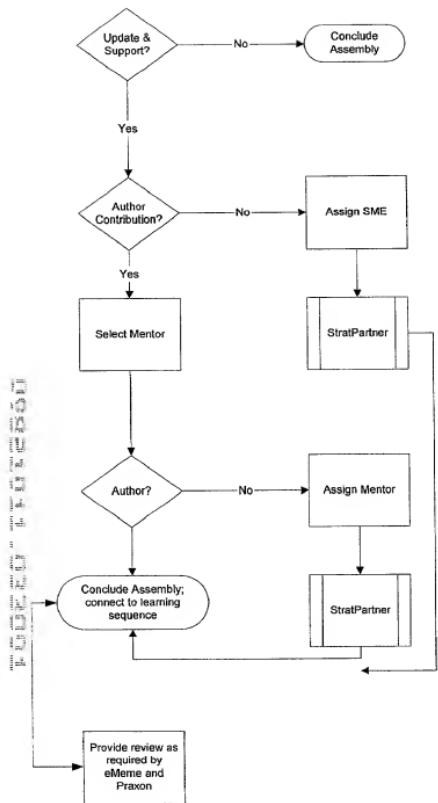


Figure 9

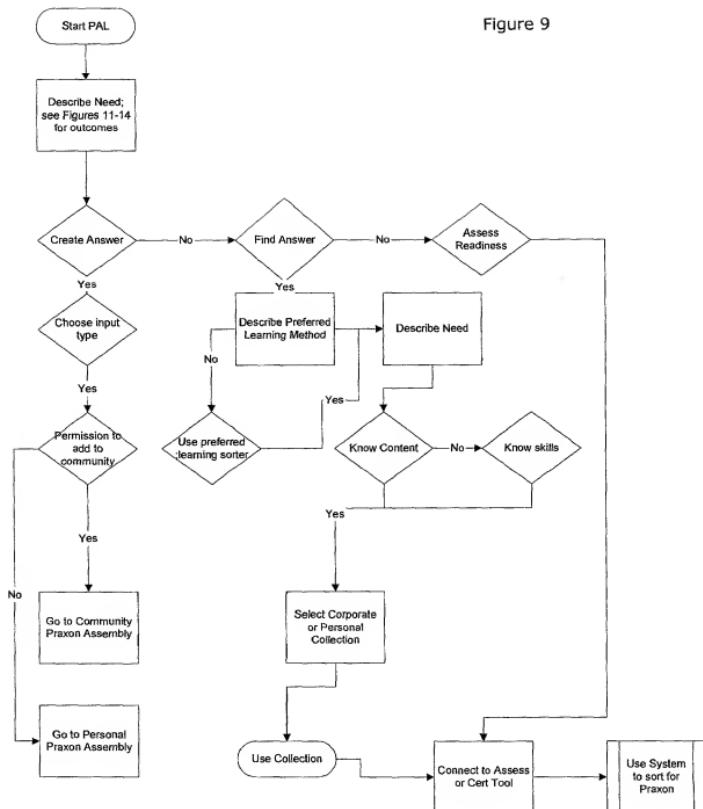


Figure 10

eMeme Type	Topic or eM2	Example or eM3	Exercise or eM4	Outcome or eM4	Archetype or Goal
Alpha	Fact	Case study	Rule sort	Wise	Leader or system
Theta	Vision	Parable	Adventure	Insightful	Visionary or purpose
Delta	Skill	"War story"	Contest	Excellent	Coach or protection
Gamma	Value	Testimony	Group Discussion	Important	Mentor or community
Preferred Media	HTML	Flash	Director	Flash with LMS	CRM system

Figure 11

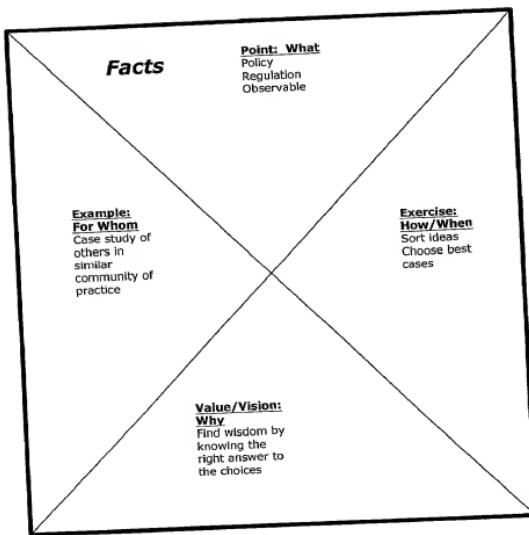


Figure 12

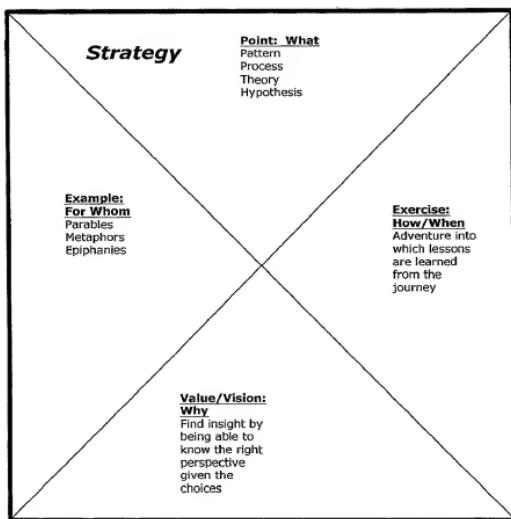


Figure 13

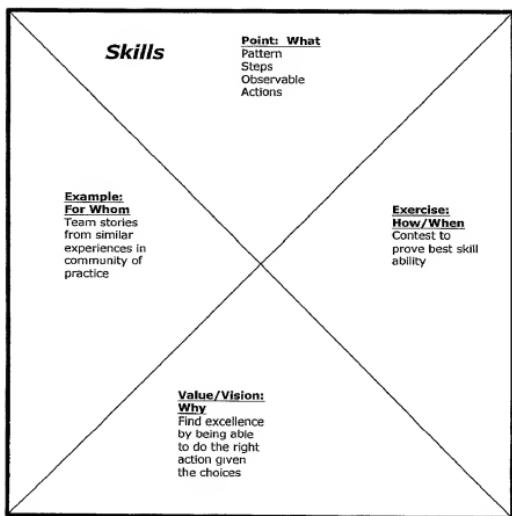


Figure 14

